

## CalPERS Office of Public Affairs Strategic Communications Report

The following items include highlights of strategic communications activity for the period covering June 7, 2011 – August 8, 2011

News Releases	Date
CalPERS Applauds Blue Shield Income Cap	June 7
CalPERS Committee Recommends 2012 Health Benefits Rate Package	June 14
CalPERS Names Robert Glazier Deputy Executive Officer for External Affairs	June 15
CalPERS Board Adopts 2012 Health Benefits Rate Package	June 15
CalPERS Picks CVS Caremark to Manage Pharmacy Benefits for PPO Health Plans	June 20
CalPERS Receives Award for Programs Supporting Diversity in Financial Industry	June 23
CalPERS Distributes Nearly \$17 Million in Medicare Retiree Drug Subsidies	June 28
CalPERS Board Member Special Election Runoff Candidates to Appear at Forum	July 6
CalPERS, Hines Earn \$160 Million Profit from Brazil Real Estate Fund	July 11
CalPERS Plans New Private Equity Vehicle for Domestic Emerging Managers	July 11
CalPERS Retirement Payments in 2010 Boost California's Economy by \$26 Billion	July 12
Pensions Are a Vested Right and Protected Under Law, Says CalPERS Legal Analysis	July 14
CalPERS Reports Preliminary 2010-11 Fiscal Year Gain of 20.7 Percent	July 18
CalPERS Responds to Appeals Court Decision in Proxy Access Case	July 22
Public Pension Funds Call on President and Congress to Act Immediately on U.S. Debt to Avoid Downgrade	July 25
CalPERS OPEB Trust Earns 25 Percent in 2010-11 Fiscal Year	August 4
CalPERS Board Member Priya Mathur Elected to UN-Backed PRI Advisory Council	August 4

Print News Stories	Topic	CalPERS Representative	Date
Los Angeles Times, Sacramento Bee	"CalPERS Adds \$12 Billion to California Economy, Study Says"	Joe Dear	July 12
Associated Press, Sacramento Bee, Sacramento Business Journal, Pensions & Investments, Reuters, Bloomberg, Los Angeles Times, Wall Street Journal, Bone Buyer, Irish Times, and more	"CalPERS investments jump 20.7% for the year"	Anne Stausboll, Rob Feckner, George Diehr, Joe Dear	July 18-19
Los Angeles Times	"Healthcare Partnership Pays Big Dividends"	Ann Boynton	August 1

Broadcast News/Radio	Topic	CalPERS Representative	Date
CNBC Closing Bell	"Now Is the Time To Play It Safe"	Joe Dear	June 23
National Public Radio	"CalPERS Investments Up 20 Percent For Fiscal Year"	Joe Dear	July 19
CNBC Closing Bell	"CalPERS Investments Up 20 Percent For Fiscal Year"	Joe Dear	July 21

Opinions/Letters	Topic	CalPERS Representative	Submitted to:
Op-ed	"The Economic Impacts of CalPERS Pension Payments in 2010"	Anne Stausboll	Santa Rosa Press-Democrat, San Francisco Chronicle, San Jose Mercury, Monterey Herald, San Luis Obispo Tribune, Santa Barbara News Press, Sonoma Union Democrat, Sacramento Bee, Marysville Democrat, Eureka Times-Standard, Siskiyou Daily News, Chico Enterprise-Record, Redding Searchlight, Stockton Record, <b>Fresno Bee</b> , Bakersfield Californian, San Diego Union-Tribune, Los Angeles Times, Riverside Press Enterprise, <b>San Bernardino Sun</b>
Letter	Your Turn: Columnist wrong about CalPERS	Patricia Macht	<b>Contra Costa Times</b>

Note: **Bold** Items Submitted and Printed

## Online Enhancements & Videos

### CalPERS On-Line

- Developed and posted a new banner advertisement and fact sheet directing members to my|CalPERS Central and advising them of services unavailable during the conversion period of September 2-18, 2011.
- Added Facebook button to investment returns press release page to like/recommend July 18 press release and future releases to increase followers and fans.
- Hosted a Health Rates webinar for employers on benefit design changes and 2010 rates. More than 600 employer representatives participated
- Taped and posted the Board Election Candidate Forum for the run-off election

### CalPERS Responds

- Taped and posted a new *Insight: Conversations with CalPERS Leaders* video featuring Anne Stausboll discussing our investment returns, new economic study on pension payments and vested rights of pensions.
- Redesigned site to add a section on accountability and ethics and restructured home page to allow users to post comments and share information.

### CalPERS Insider

- Promoted my|CalPERS *Countdown to Launch* video episodes 2, 3, & 4 that provide updates on the progress of the PSR Project for CalPERS staff.